

CLAIMS

- 5 1. A dentifrice composition comprising a soluble calcium sequestering agent that is not an oxidising agent, wherein the composition has an RDA value of below 30 and an IVSR value greater than 50 (when compared to a Control), and an orally acceptable vehicle, wherein the calcium sequestering agent is present in a proportion of 1-20 wt % and the abrasive is present in a proportion of 0-5 wt % of the composition.
- 10 2. A dentifrice composition according to claim 1, wherein the RDA value is below 20 and the IVSR value is up to 250.
- 15 3. A dentifrice composition according to claim 2, wherein the calcium sequestering agent is present in an amount of from 2-15 wt % of the composition.
- 20 4. A dentifrice composition according to claim 3, wherein the soluble calcium sequestering agent is a calcium-chelating agent.
- 25 5. A dentifrice composition according to claim 4, wherein the calcium-chelating agent is a polyphosphate or pyrophosphate salt.
6. A dentifrice composition according to claim 5, wherein the pyrophosphate salt is pentasodium tripolyphosphate.
7. A dentifrice composition according to claim 6, wherein 0 wt% of the abrasive is present in the composition.
- 30 8. A dentifrice composition according to claim 7, wherein the IVSR value is measured relative to a Control dentifrice containing 14% Zeodent 113 abrasive silica in a conventional base containing water, sorbitol, glycerin, PEG, flavour, SLS, sodium saccharin, Xanthum gum and sodium fluoride.
- 35 9. A dentifrice composition according to any one of the above claims for use in treating natural teeth or a dental prosthetic.

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10. A dentifrice composition according to any one of the above claims in the form of a viscous extrudable fluid which can be provided in a collapsible container.

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